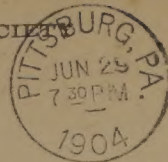


STRONGEST IN THE WORLD.
THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES.
HENRY B. HIDE, FOUNDER.

EDWARD A. WOODS, MANAGER.
E. E. SCOTT, CASHIER,
FRICK BUILDING, PITTSBURG.

RETURN TO ABOVE ADDRESS IF NOT CALLED FOR IN FIVE DAYS.



Miss E. I. Hartzell,

136 W. Pico St

Los Angeles, Cal.

CM





STRONGEST IN THE WORLD.

The Equitable Life Assurance Society

OF THE UNITED STATES,

HENRY B. HYDE, Founder.

AGENCY AT PITTSBURG, PA.,
EQUITABLE FLOOR, FRICK BUILDING,
E. E. SCOTT, CASHIER.

SECOND NOTICE.

June 29th., 1904

Miss E. I. Hartzell,
136 W. Pico St. Los Angeles, Cal.

Dear Sir:

July 4th., 1904 will be the

last day of grace for payment of the premium on

Policy No. 1,650,412 due the Equitable Life

Assurance Society on June 4th., 1904

Please give this prompt attention.

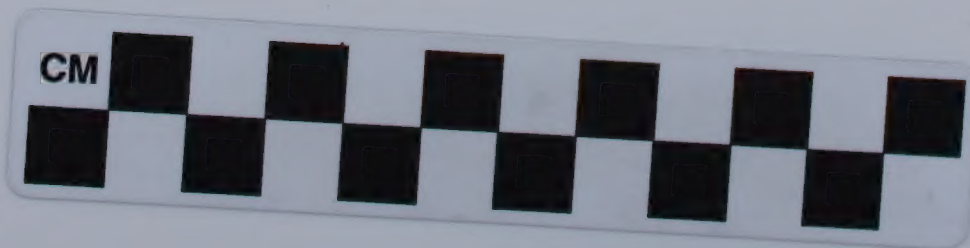
Yours truly

E. E. Scott Cashier.

Premium \$53.13

Interest .21

Total \$53.34



E. E. SCOTT, Cashier,

The Equitable Life Assurance Society of the U. S.,

Equitable Floor, Frick Building,

PITTSBURG, PA.



Have we your Correct Address?

If not, return this notice properly filled out to

E. E. SCOTT, Cashier, Frick Building, Pittsburg, Pa.

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.,

Hereafter send premium notices on all policies on my life to the following address:

Policy No. _____

Name (Plain and in full) _____

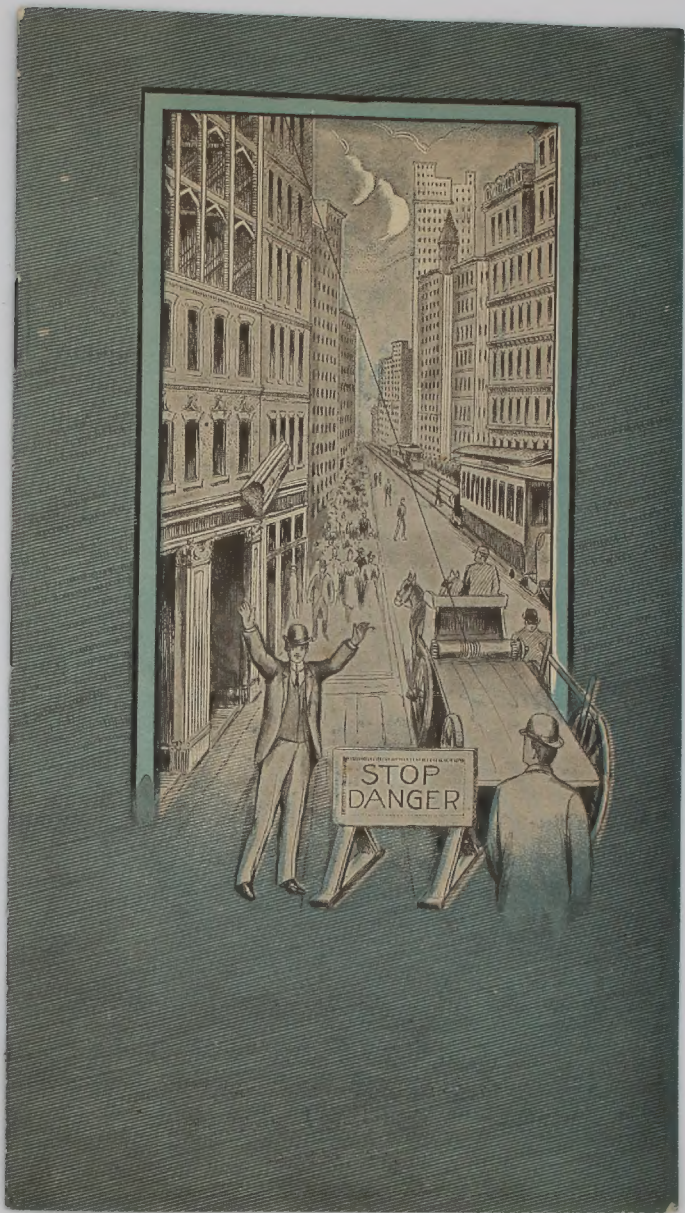
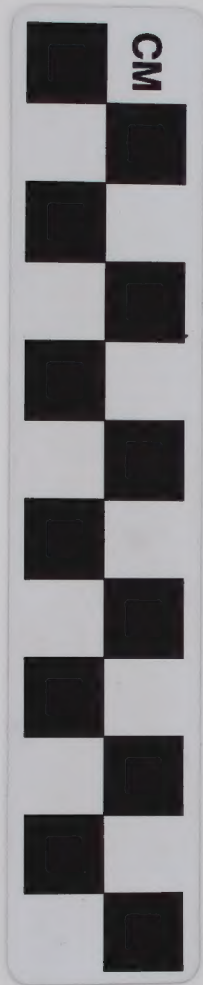
Street and No. _____

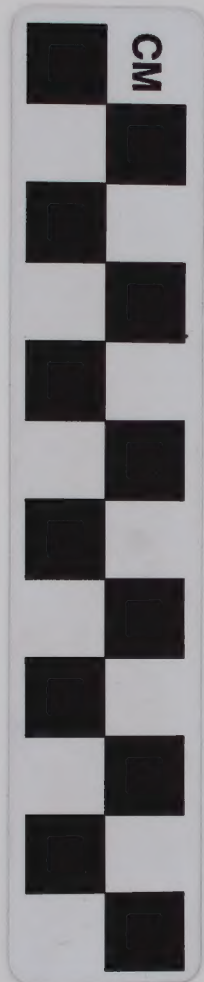
Town or City _____

County _____ State _____

Date _____ Sign _____







THE EQUITABLE
LIFE ASSURANCE SOCIETY
OF THE UNITED STATES
HENRY B. HYDE, FOUNDER

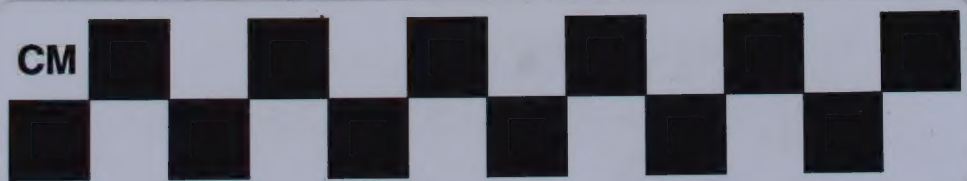
JAMES W. ALEXANDER, *President*
JAMES B. HYDE, *Vice-President*

EDWARD A. WOODS, MANAGER,
EQUITABLE FLOOR, FRICK BUILDING,
PITTSBURG, PA.



THIS is the sign that occupied a prominent place in front of a building in course of erection on a crowded business street. Two men were hurrying past to their business. Both men noticed the warning. One man took heed and crossed the street. It delayed him a trifle, and he was a few seconds late in arriving at his office. The other man paid no attention to the warning and was killed by a mass of stone which fell from a scaffolding overhead.

THE vaults of the Safe Deposit Companies in the Equitable Buildings in New York, Boston and St. Louis are the most secure in the world.



MANY a man lets his life assurance lapse "temporarily." He will reassure next year, when money is easier; but next year *never comes* for him. He dies, and his widow finds that she is destitute, and poverty stares her in the face. She is in despair. But suddenly the clouds of despair are lifted. She finds among her husband's papers a life assurance policy, and hastens to write for the money which will keep her from want. On the opposite page is one of many such letters written to THE EQUITABLE.

GENTLEMEN — I have been thinking ever since Mr. A's death of writing, but my health and trouble have prevented me from doing so.

Will you please let me have his insurance money as soon as possible, as I am very much in need of it, having a very heavy doctor's bill and burial expenses to pay. His insurance money is all I have to depend on. MRS. E. A——

But the policy, which had been in force for only a short time, had lapsed, and there was no money to the credit of the widow and she had to be so told. How different the situation would have been if her husband had only heeded the warning —



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A HUNDRED times a day this warning is thrust before you. The papers are full of accidents and deaths. Apparently healthy men among your own acquaintances die suddenly—*Heed the warning*—"Don't drop your life assurance policy." If you have no assurance, get some at once—if you can. Don't let any temporary embarrassment stand in the way. The more you need money, the more this protection is worth to you. If you, living, find it hard to make both ends

meet, how do you think your family are going to do it when you're dead?

Here are two recent cases, both from one city.

"Policy 591,021 for \$5,000 lapsed for non-payment of second premium two weeks before the person assured died. He thought he knew how to invest his money better than the Society, but his wife and children now think differently, as they are left in poverty."

"Mr. — took out \$1,000 of assurance and paid first premium. When the second premium became due, the policy was allowed to lapse. Within thirty days the husband died and the wife was compelled to take in washing to provide for herself and three little children."

Hundreds of such cases are brought to our notice every year. Why do not all men heed the warning?

CM



WOULD that this warning could be stamped on the mind of every man who thinks of giving up his life assurance. *Stop!*—and consider the risk you are running.

The man who, after assuring his life, allows his policy to lapse even temporarily, makes a far greater mistake than the man who fails to renew his fire policy. Property can be reinsured at any time on the same terms. The man who allows his life policy to lapse may,

through accident or impairment of health (unknown, perhaps, even to himself), be unable to procure assurance at any price. In any case, he can only reassure at an older age, and therefore at a higher cost.

No *new* policy can compensate for the sacrifice of an *old* policy. A policy maintained until maturity means *profit*. A policy allowed to lapse means *loss*.

In some respects life assurance is unlike other investments. It *necessarily* increases in value as it grows older, and has a

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possible present value which no other investment has. Much of the value of almost every form of investment is lost under a forced sale. This is peculiarly so of a life policy, therefore it should be the last thing to be sacrificed. Besides, your health might debar you from ever procuring any more assurance.



ISSUED BY THE EQUITABLE
LIFE ASSURANCE SOCIETY
OF THE UNITED STATES
HENRY B. HYDE, FOUNDER

One could easily bear to be poor; one could even bear to take his wife and children down with him into poverty, so long as he could be with them to help carry the load, and carry the heaviest part himself. But to go off to his eternal rest, and to leave them to go down into poverty and to fight the wolf from the door—what prospect more terrible than this to look forward to! — *Lyman Abbott.*

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EDWARD A. WOODS, MANAGER,
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PITTSBURG, PA.



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EQUITABLE

HENRY B. HYDE
FOUNDER

J.W.ALEXANDER
PRESIDENT



J.H.HYDE
VICE PRESIDENT

FREEDOM

from worry about your
future - if you live.

INDEPENDENCE

from want for your family -
if you die.

An adequate Endowment in
the Equitable gives you both.

*Opportunities for men of character to act as representatives.
Apply to GAGE E. TARBELL, 2nd Vice President.*

For full information fill out this coupon, or write

EDWARD A. WOODS, Manager,
Equitable Floor, Frick Bldg., Pittsburg, Pa.

Please send me information regarding an Endowment for
\$.....if issued at.....years of age.

Name.....

Address.....

CM